



Attorney Docket No.: 18167-003300US

**POWER OF ATTORNEY BY ASSIGNEE**

**Netcentives, Inc.** is the Assignee of the invention entitled: LOW AUTHENTICATION PROMOTION ALGORITHM AND CIRCUIT BREAKER, the specification of which \_\_\_\_\_ is attached hereto or X was filed on August 11, 2000 as Application Serial No. 09/637,387.

Assignee hereby appoints the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

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**Netcentives, Inc.**

Date: 1/14, 2001

By: [Signature]  
(Signature)  
Name: Ben F. Longmire  
Title: COO and CFO



Attorney Docket No. 018167-003300US

CERTIFICATE UNDER 37 C.F.R. § 3.73(b)

Applicants: Amy Haugen and Kevin Rowney

Application No.: 09/637,387

Filed: August 11, 2000

For: LOW AUTHENTICATION PROMOTION ALGORITHM AND CIRCUIT BREAKER

Netcentives, Inc., a corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

certifies that it is assignee of the patent application identified above by virtue of either:

A. ☒ An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel \_\_\_\_\_, Frame(s) \_\_\_\_\_, or for which a copy thereof is attached.

OR

B. ☐ A chain of title from the inventor(s), of the patent application identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the Patent and Trademark Office at  
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☐ Additional documents in the chain of title are listed on a supplemental sheet.

☐ Copies of assignments or other documents in the chain of title are attached.

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: 1/14/01

Name: JOHN F LONGINOTTI

Title: COO & CFO

Signature: [Signature]